

REP HEADLINE# 6333107 TRF# E:063331
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN
 66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MEGHAN MCGARR (H)
 ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6333107 CLASS: NATL. LOCAL REGIONAL
 PRDCT AMERICAN CROSSROADS EST#953 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 14.54

REP: MAKEGOOD 10/3
 SPOT CANCELED ON LN 10
 MADE GOOD ON LN'S 11-12
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11
 AGENCY PRODUCT CODE = 27
 AGENCY EST# = 953

10	S		900P-1000P	30		\$6,000.00	10/3	10/3	0		WED	0
PROGRAM : LAW & ORDER SVU												
CON COM1: LAW & ORDER SVU												
11	A		630P-700P	30		\$4,500.00	10/7	10/7	1		SUN	1
PROGRAM : NIGHTLY NEWS												
CON COM1: NIGHTLY NEWS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	A		730P-800P	30		\$1,500.00	10/8	10/8	1		MON	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
OCT/12 42750.00												
CONTRACT TOTAL											42750.00	
TOTAL SPOTS											11	

MARKET TOTALS \$203,571 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE. WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 V-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 797 Issue 2



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	42750	Campaign Ref:	E:063331070
Buyer:		Client/Product/Estimate:	11/27/953	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06333107
Est./PO Number:	06333107	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
2	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
3	Mon 10p ET / 9p CT Revolution	02	7000	30	Nbr of Spots	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice	02	16000	30	Nbr of Spots	1	1	16000
5	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
6	Thu 10p ET / 9p CT Rock Center	01	7000	30	Nbr of Spots	1	1	7000
7	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
8	Tue 10p ET / 9p CT Parenthood	02	5000	30	Nbr of Spots	1	1	5000
9	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
Weekly Totals: Total Spots (Ord Spots)					7	4	11	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 797 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 42750	Campaign Ref: E:063331070
Buyer: ..	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	Sun 630p ET / 530p CT NBC Nightly NewsS	02	4500	30 Comme	1		1	4500
11	M-F 730p Entertainment Tonight M.....	02	1500	30 Comme		1	1	1500
Weekly Totals: Total Spots(Ord Spots)					7	4	11	

Grand Totals

Totals		10/01	Month 10 Weeks: 4	10/08
Spots	11	7		4
Cost	42750	17900		24850

Grand Totals:

Spots:	11
Gross Total:	42,750.00
Commission:	6,412.50
Net Total:	36,337.50

REP HEADLINE# 6333107
*** ORIGINAL REVIEW ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP

SEP24/12 09.02
*** WFLA-TV ***

AD # _____ AD NAME _____
AGT # _____ AGT NAME CROSSROADS MEDIA LLC

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME EMILY MILHOAN

SALES PRSN WA- MEGHAN MCGARR (H)

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314

ORDER # _____ CONTRACT # 6333107

CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT AMERICAN CROSSROADS EST#953 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WF-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE SEP24/12 09.02

REP: NEW ORDER
TTL \$42,750 @10X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CUN CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

WA: 46000

SM
9/24/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 27
AGENCY EST# = 953

1			1000A-1030A	30		\$350.00	10/5	10/5	1		FRI	1
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PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM
CON COM1 : WFLA NEWSCHANNEL 8 @ 10AM

2			1000A-1030A	30		\$350.00	10/8	10/8	1		MON	1
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PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM
CON COM1 : WFLA NEWSCHANNEL 8 @ 10AM

3			1000P-1100P	30		\$7,000.00	10/8	10/8	1		MON	1
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PROGRAM : REVOLUTION
CON COM1 : REVOLUTION

9/25/12 FC (2)

REP HEADLINE# C333107
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM RFP
 SEP24/12 09.02
 *** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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4			800P-1000P	30		16000.00	10/8	10/8	1		MON	1
PROGRAM : THE VOICE												
CON COM1: THE VOICE												

5			1000A-1030A	30		\$350.00	10/4	10/4	1		THU	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												

6			1000P-1100P	30		\$7,000.00	10/4	10/4	1		THU	1
PROGRAM : ROCK CENTER W/ BRIAN WILLIAMS												
CON COM1: ROCK CENTER W/ BRIAN WILLIAMS												

7			1000A-1030A	30		\$350.00	10/2	10/2	1		TUE	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												

8			1000P-1100P	30		\$5,000.00	10/2	10/2	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												

9			1000A-1030A	30		\$350.00	10/3	10/3	1		WED	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												

10			900P-1000P	30		\$6,000.00	10/3	10/3	1		WED	1
PROGRAM : LAW & ORDER SVU												
CON COM1: LAW & ORDER SVU												

OCT/12 42750.00 CONTRACT TOTAL 42750.00
 TOTAL SPOTS 10

MARKET TOTALS \$203,571 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE. WMOX 0% WXPX 0% WWSB 7% CABL 0%

SVC- NSI
 DEMOS- RA35+*

*1 M4-
 PITS Deback.*

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 780 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 36750	Campaign Ref: E:063331070
Buyer: "	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	Total	Cost
1	M-F 10a News ...F..	01	350	30 Comme	Nbr of Spots	1		1	350
2	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots		1	1	350
3	Mon 10p ET / 9p CT Revolution M.....	02	7000	30 Comme	Nbr of Spots		1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice M.....	02	16000	30 Comme	Nbr of Spots		1	1	16000
5	M-F 10a News ...T...	01	350	30 Comme	Nbr of Spots	1		1	350
6	Thu 10p ET / 9p CT Rock Center ..T...	01	7000	30 Comme	Nbr of Spots	1		1	7000
7	M-F 10a News T.....	01	350	30 Comme	Nbr of Spots	1		1	350
8	Tue 10p ET / 9p CT Parenthood T.....	02	5000	30 Comme	Nbr of Spots	1		1	5000
9	M-F 10a News	01	350	30 Comme	Nbr of Spots	1		1	350
Weekly Totals: Total Spots(Ord Spots)						6	3	9	

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 66 Canal Center Plaza
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 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 780 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 36750	Campaign Ref: E:063331070
Buyer: ..	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
..W....								
Weekly Totals: Total Spots(Ord Spots)					6	3	9	

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	9		6
Cost	36750	13400	23350

Grand Totals:

Spots: 9

Gross Total: 36,750.00

Commission: 5,512.50

Net Total: 31,237.50